

I rely solely on over-the-air broadcasting for television service. I have 3 televisions in my house.
Two adults live in this house,
my age is 53, my wife is 47,
both are white,
both have a collage education.
We live in an urban area 53 air miles from Mt Wilson in Los Angeles from where my off-air signal is broadcast.

I do not subscribe to any one of 4 MVPD services available in my area because,
1. The additional monthly cost, although I can afford it.
2. Enough programming on off-air to satisfy my viewing needs.
If I did subscribe to an MVPD service I would continue to receive, house distribute, and view the off-air analog channels to the secondary TV's until they are no longer available. At the time digital transmission is my option I would purchase a set top box and/or replace all TV's. I will always depend on the off-air local channels for my best quality viewing source. When MVPD's offer local off-air channels they compress and process the signal in their delivery format causing a lower quality signal than off-air transmission.
I have experienced MVPD's taking off-air 1080p (HDTV) transmission and reformatting it for satellite transmission to 480i (SD).

Potential disruptions, in my opinion, could be avoided by,
Better communications to the consumers,
Service providers supplying equipment like set top boxes,
Industries educate through advertising of HDTV ready TV's

Government Subsidy,
Government should subsidize to low income consumers,
The affected industries should distribute subsidized equipment.
Subsidy should be by voucher. Low or no income consumers would not benefit from tax credits. The voucher should have a fixed dollar amount.
One voucher per home should answer the governments responsibility for changing the transmission from analog to digital.
Multiple equipment purchases is the consumers or service providers responsibility.
The consumer should be able decide which choice of equipment and services they need or desire and use the voucher to that end.

Financing and administration should be funded by action revenues, spectrum license fees in the public and private sector. In other words the business sector who will profit from the use or deployment of the new technology.

The FCC should mandate requirements to the affected industries and not leave decision making to these industries on issues like,
Must carry analog or digital channels,
Pass through of DTV or HDTV signals,
Quality compromising of HDTV signal, (compression, format down sizing, etc.)
Supplying of desk top box,

If a broadcaster goes to the expense of producing content in 1080p the MVPD should

be required to pass it through, without change, to the consumer regardless of their bandwidth issues. MVPD's didn't have that option in the B&W to Color transaction era and they should not in the DTV, SD, HDTV era.

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